

The government asks that winter and holiday needs be bought now, so that the railroads will not be overtaxed later and the carrying of war materials be interfered with.

# EVERLASTING

## Fabrics Company

It has been definitely shown that it costs around ten cents for every credit sale in a store. All of a credit store's patrons must help pay this extra cost. Shop here and avoid paying credit costs.

# Thoughts Turn to Christmas, and This Store

CHRISTMAS looms as the silver lining in the cloud of strife that hangs over a war-weary world. More meaningful than since the time the words were spoken, "Peace on Earth, Good Will to Men," is this Christmas now dawning, and already so near.

There is need of more careful thought in the buying and giving of gifts, and need of buying them early.

### Sensible Gifts

—only, should be given, things useful and lasting. And these should be purchased as early as possible, in order that the congestion of the last weeks before Christmas be relieved, and there be no hindrance to the work of bringing the world struggle to a glorious close.

### This Store

has provided a great collection of sensible gifts, in qualities that render their beauty and usefulness lasting, and at prices that are notably lower than elsewhere for equally good things.

Buy your gifts NOW, and ship those going to France or elsewhere out of town NOW.

### Christmas Gloves

Gloves that come from the Everlasting store have an added gift value—their dependability is known by everyone.

Kid and Silk Gloves are in the gift collection, in all popular colors and effects.

There is urgent need of buying them early, because of size difficulties later.

Every pair fitted—now or after Christmas.

## Fancy Turkish Gift Towels

Good big heavy Turkish towels in white with colored stripes or cross bars, or with colored jacquard borders, for 95c and \$1.10.

Nicely boxed sets of fancy bath Towel and Wash Rag for 69c set.

Sets containing Bath Towel, Guest Towels, Bath Mat, and Wash Rags, come at various prices ranging up to \$6.50.

## Turkish Bath Mats \$2.50

Thick soft Turkish mats that feel so good to the feet right out of the warm bath tub. Pretty blue-tan-and-white and green-tan-and-white patterns, size 23 by 41 inches.

## White Bed Spreads \$1.88

Crochet Bed Spreads in full double-bed size. Not many stores are able to show spreads nearly as good for even higher prices.

Another extra special value in Spreads is at \$2.25.

Fine satin Bed Spreads in beautiful new designs, full double-bed size, are offered for \$4.29.

## Filet Luncheon Sets \$6.75

Exquisite Filet Lace Luncheon Sets including 8 pieces—large and small centre pieces and six small doilies.

Filet Centre Pieces can be had for \$1.15 to \$2.50.

Filet doilies at 25c and 35c.

### Scarfs \$4.50

Dresser Scarfs in this waxy Chinese linen, 16 by 52 inches, scalloped and embroidered in characteristic Chinese designs.

Gifts of an unusual kind.

### Casque Combs

A variety of the new designs in Casque Combs, set with brilliant and colored jewels, offer excellent gift opportunities at \$1.25, 1.50 and \$2.

### Ruffle Elastic

Fancy colored ruffle elastic for Christmas garters, sleeve supports etc., in silk for 45c a yard; in cotton for 12½c a yard.

### Hair Nets 15c

Will-o'-Wisp Hair Nets of sterilized human hair, in cap and fringe styles.

## Coats That Wrap Style and Warmth About You in Winter



Good warm winter coats that feel as good on these snappy autumn days as they will in the dead of winter.

Tailored of materials that were selected for both their stylishness and their warmth—and designed with good big collars that are as effective now when worn open as they will be in cold weather when they are buttoned in their characteristic "drapery" way close about the throat. Often these collars are of fur or plush and cuffs, too, which accentuates the beauty of the Velour, the Duvet de Laine, the Broadcloth or whatever other new material the coat happens to be made of.

There is almost unlimited choice in models and colors.

And the values can not be approached at \$16.50 to \$93.

## Sale of Serge Dresses \$14.95

The genuine good fortune this offer of wool serge dresses at \$14.95 brings to you, will be realized only when you see the quality of serge used in them and note the perfect finish and their wealth of style.

If we could tell you what they were made to sell for, you would be here tomorrow morning when the doors open—for such a bargain no woman wants to miss.

They are in navy and black, variously braided, embroidered, silk bound, fringe and button trimmed.

Women's and misses' sizes. Ponder the sale price—\$14.95.

## Lovely New Silk Blouses

A gift that will make any feminine heart thrill with joy—a pretty new blouse to wear with the fall suit.

When you see the lovely new models in crepe de chine and Georgette assembled in the gift collection at the Everlasting, you will want one or two for your own wardrobe.

Flesh tint, white, maize, blue, gray, ruby and navy—exquisitely embroidered, beaded, tucked, accordin pleated, hemstitched. Plenty in the fashionable round neck style.

\$3.69, \$4.85, \$6, \$8 and up

## Think of the Odors of Perfume

—mingling with thoughts of the giver of a gift of some useful dainty for the toilet table.

At the Everlasting are all the preferred brands in toilet goods, at prices always a bit under those asked elsewhere.

Select several of your gifts from the list below:

Djer Kiss Perfume, \$2.15 bottle.  
Marvis Perfume, \$1.25 bottle.  
Mary Garden Toilet Water (7½ oz. bottle) \$6.00.  
Melba Toilet Water, 95c bottle.  
Colgate's Toilet Waters, 50c to \$2.50 the bottle.  
Mary Garden Face Powder, 95c.  
Marvis Face Powder, 45c.  
Melba Face Powder, 55c.  
Mary Garden Talcum Powder, 69c.  
Marvis Talcum Powder, 23c.  
Melba Talcum Powder, 25c.  
Love Me Talcum Powder, 23c.  
Djer Kiss Talcum Powder, 45c.  
Mennens & Squibbs Talcums, 19c.  
Colgate's Talcum, 15c.  
Creme Elcaya, 50c.  
Pompeian Massage Cream, 48c.  
Colgate's Toilet Soaps, 10c to 25c the cake.

## Cretonnes for Home and Gift Making

Cheerful patterns that in home decorations will add cheer and hominess to the Christmas home.

Other patterns that would make up beautifully into the hundred and one things clever hands can make for Christmas giving.

Better than average grades here for 35c, 59c and 75c a yard.

## Ginghams for Girls' Dresses

Perhaps you will make the dress for the kiddies' Christmas gift, maybe for immediate wear to school.

But the gingham should be secured promptly—these are not destined to stay long. Patterns are unusually attractive, and the values they are at 35c and 50c a yard one can surely see at a glance.

## Man

—father, husband, brother, or son, very frequently furnishes the money for buying the Christmas gifts, and then is entirely forgotten or hurriedly and haphazardly supplied at the last moment.

Do it differently this year—select his gift NOW, from the good varieties of dependable men's things at the Everlasting.

It will be a nicer gift than is possible if bought elsewhere for the same money.

### Shirts

—snappy new striped patterns in dress shirts, made according to our own requirements of good fit, roominess, and careful finish. \$1.50 and \$2.

### Ties

—silk four-in-hand and bow ties in dozens of smart new fall and winter colors and patterns, 50c, 75c and \$1.

—pure silk socks for 75c, 85c and \$1; silk hosiery for 40c; cotton hosiery, 35c.

### "Merite" Jewelry

The "Merite" Jewelry collection offers splendid gift opportunities. Fine gold Knives, Knife on Chain, Pencils, Cigar Clips, Chains, Cuff Links, etc. Prices ranging from 50c up.

## The Christmas Gift Shop

The Christmas Gift Shop sectioned off in the rear of the store where you can shop at your leisure and without any disturbance, is filled with hundreds of excellent gift things that perhaps you would never think of unless you saw the display.

Before making out your gift list, visit the Gift Shop for suggestions.



## You Can't Get Away from Handkerchiefs

There will always be somebody on your list for whom a handkerchief is about the daintiest gift you can think of. And it's wise to always have a few pretty handkerchiefs handy for "unexpected exchanges."

Handkerchiefs bought now will be crisp, nice and new—later you might have to take them somewhat mused.

Hundreds and hundreds of them are here to maintain our reputation of "The Christmas Handkerchief Store." Loveliest, frilliest affairs imaginable, loose and boxed.

10c, 15c, 18c, 25c and as high as you like.

## Fine Silk Gift Stockings

Plain black and white silk stockings, in dependable good grades hardly obtainable elsewhere for \$1, \$1.25, \$1.50 and \$2.

"Kayser" French embroidered stockings, rich in quality and handsomely embroidered, \$3.

Glovesilk stockings that have won so much favor among good dressers, are in black, white and all popular colors, for \$2.75 a pair.

Beautiful silk lace stockings can be had in black, white, and bronze for \$3.50.

## "Surprise" Alarm Clocks \$1.19

Good, clear gong and sure to "fire" at the appointed moment. Good reliable movement, and highly polished case.

## Dainty Christmas Aprons

Every woman has use throughout the year for dainty white tea aprons—and she usually looks to Christmas for her supply.

Scores of pretty shapes, all with convenient pockets, some with bib and shoulder straps—daintily lace trimmed, embroidered, and some with satin ribbon trimmings.

Prices range from 50c up.

## Chinese Linen Luncheon Sets

Handsomely embroidered Chinese linen Luncheon Sets including 14 pieces—direct to us from the Orient—\$22.50.

## Boys' Suits That Are With the Boy Tooth and Nail

—they uphold him in all his games, and save him from scoldings afterward—they are stitched to hold against ripping, buttons are on for dear life, and the material is the sturdiest that could be found.

\$5.95, \$6.95, \$8.50, \$9.50 and so on.

There are mannish little sack coats and clever belted models, in plain dark colors and youthful mixture effects. Every boy from 6 to 18 years can find a fit.

And you can bet your dollars on doughnuts that you got the best suit in the town for the money.

## A Trench Hat Free

with every Boy's Suit sold while the hats last.

